LEO BURNETT U.S.A.
AD# BUC167-83 REQ# M19809 "FLAUNT YOUR BUCKS"-PAGE 4/C (9-3/4 x 11-1/4) SUNDAY SUPPLEMENT, 1990

FLAUNT YOUR BUCKS

Full rich flavor, not full price.

© Philip Morris Inc. 1990

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Mfr. suggested retail price.

Kings: 14 mg "tar," 1.0 mg nicotine – Kings Lights: 10 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

2061194010

Source: https://www.industrydocuments.ucsf.edu/docs/sfhx0001

2061194010